REGIONAL TRANSIT HUB SIGNAGE PROGRAM

TECHNICAL STANDARDS AND GUIDELINES

Version 1.0

CONTENTS

1. GENERAL

This document provides standards for connectivity signage at Metropolitan Transportation Commission (MTC) designated regional transit hubs within the nine San Francisco Bay Area counties. Other transit stations are also encouraged to use these standards for signage improvements.

In particular, these criteria cover specific connectivity requirements for:

- wayfinding signage
- transit information displays
- real-time displays

Basic Purposes:

- To efficiently and safely guide and direct the public from one transit system to another transit/transportation system including schedule information and information regarding transfers between different transit systems.

- To develop a common "look" and "feel" and apply consistent connectivity signage conventions among regional transit operators.

- To improve movement within hubs and give information regarding surrounding area.

Wayfinding signs installed at MTC-designated regional transit hubs are covered specifically by these Technical Standards, and subject to MTC approval.

Development of this document was sponsored by the Metropolitan Transportation Commission. Contact Jay Stagi of MTC at 510.817.5808 or jstagi@mtc.ca.gov.

1.1 APPLICATION

These criteria apply to MTC designated regional transit hubs. Twenty-one regional transit hubs have been identified and will be subject to these criteria. In addition, three airports will also incorporate elements of these criteria. The selected hubs include those that provide connections between several different service operators, those that had very high levels of transferring between the services of different operators, and those that have a prominent geographic or strategic location in a particular county or sub-region. It is anticipated that there will be new hubs coming on line in the future as part of MTC's Regional Transit Expansion Program (Resolution No. 3434) that includes several new rail bus and ferry expansion projects. Some of these new expansion projects' hubs will become part of the regional hub system and therefore will be subject to these criteria. Other capital projects that support transit connectivity and are funded with regional discretionary funds may be subject to these standards in the future.

Portions of these criteria shall serve as tools for wayfinding system planning at transit stations and stops within the MTC jurisdiction which are not currently designated transit hubs, particularly stations and stops providing connecting service among more than one transit operator whenever funding is available for wayfinding improvements.

Wayfinding conventions described in these criteria may also be used to extend wayfinding into the communities beyond the area prescribed for transit hub connectivity signage and information.

1.2 REFERENCES AND RESOURCES

Final Summary Report, MTC Transit Connectivity Plan, May 1, 2006, and Appendices, particularly Appendix A-4, Connectivity Guidelines, Wayfinding, and Appendix C, Memorandum 4, Proposed Wayfinding Signage Program. Refer to http://mtc.ca.gov/planning/connectivity/.

California Building Code

U.S. Department of Justice, ADA Accessibility Guidelines for Buildings and Facilities. Refer to http://www.ada.gov/stdspdf.htm

The American Institute of Graphic Arts, AIGA

U.S. Department of Transportation, Reproduction Art and Guidelines

Transportation Research Board, Transit Cooperative Research Program (TCRP): Report 12, Guidelines for Transit Facility Signing and Graphics. Refer to: http://www.tcrponline.org/bin/publications.pl

California Manual on Uniform Traffic Control Devices (MUTCD). Refer to: http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca_mutcd.htm

U.S. Department of Transportation, FHWA, Standard Highway Signs. Refer to http://mutcd.fhwa.dot.gov/ser-shs_millennium.htm/

In addition to the specific signage design requirements specified and illustrated herein, refer to TCRP Report 12, Chapter 6, for general signage design guidelines.

1.3 ACRONYMS AND ABBREVIATIONS

ADA	Americans with Disabilities Act
FHWA	Federal Highway Administration
MUTCD	Manual on Uniform Traffic Control Devices
MTC	Metropolitan Transportation Commission
TCRP	Transit Cooperative Research Program
TID	Transit Information Display
TransLink®	San Francisco Bay Area's "Smart Card" for transit fare payment

1.4 BASICS OF CONNECTIVITY

The transit rider or the customer generally has one purpose in mind - getting from here to there on transit with the greatest ease and convenience possible. The customer's ease of transferring from one transit system to another is "connectivity."

Connectivity is an indicator of a customer's ability to use more than one transit system for a single trip. Effective connectivity improves a transit trip that requires multiple operators to travel to work, school, a government service center, a shopping district, or other destinations. By making a multi-operator trip nearly as easy as a single operator trip, good connectivity can attract new transit riders — and retain existing riders and increase people's mobility. Good connectivity results in a convenient and 'seamless' transit system by reducing travel times, providing more reliable connections, making it easier to pay, and ensuring that transfers are easy and safe.

1.5 GENERAL TRANSIT HUB WAYFINDING PROGRAM ELEMENTS

A. Each transit hub itself should be identified with signage so that various user groups (pedestrians, bicyclists, private automobile users, and transit riders) recognize its location. Prominent use of operator logos is important to let the public know which transit services are available at the hub.

B. Within the transit hub, provide wayfinding signage consisting of directional signage and maps to connecting bus stops, shuttle stops, taxi stands, bicycle routes, and pedestrian routes, as well as nearby streets, attractions, and landmarks.

C. Provide clear identification of local transit connections. Operator logo, and particular colors (adopted to signify transit connections or to identify a particular transit system) shall be used to identify various transit services. Specific platforms and stops should be identified with route designations (numbers and letters) and destinations.

D. Transit connectivity information at hubs shall include both local and regional scale maps showing transit routes and popular destinations near transit services. These maps should emphasize connectivity between transit systems.

- These local and regional maps help orient customers and help them find their connecting transit or their destinations in the surrounding community. These maps and other information should be sufficient to help customers determine what transit system/route will get to their destination, where they can find the transit stop, and the particular schedule for the connecting service.

- Schedule information shall, at minimum, include frequency of service during different periods of the day and week. In addition, there shall be an explanation of payment (such as fares, "exact change" requirement, and acceptability of transfers and TransLink®).

- ***Information shall be presented in a consistent manner among transit systems to aid customers' understanding.***

E. Real-time transit information allows customers to know when to expect their next bus or train. This tool is an important component of regional transit connectivity. Providing real-time and accurate transit information can not only enhance transit

usage, but can also provide a more accurate means for the public to review transportation alternatives in the area, which could result in mode shifts to public transportation.

- Ideally, real-time displays should be placed at various locations in the transit hub: directly outside the paid station area to enable decision-making prior to entering; within the station to direct passengers to the correct platform or stop (especially important if loading locations change frequently) and at the stop itself to provide real-time information as passengers wait and to assist in ensuring that they board the correct vehicle. The displays should be easy to read and provide continuous updates.

- Real-time Information Displays should be consistent across all hubs in their electronic interface, display system, and placement.

F. Transit hub locations shall be identified with the hub name, where applicable, and hub operator logos. Refer to "Directional Signage – Transit Entrance Identification" for examples.

G. Directional signs should:

- Direct customers within a transit hub to transit stops and stations, taxi stands, ferry terminals, exits, and other facilities and amenities.

- Direct customers to transit information displays and real time information systems.

- Direct customers into and away from the transit hub from bike and pedestrian paths and adjoining streets.

H. Because of cost considerations and in order to focus on transit connectivity between transit systems, priority deployment for regionally-funded signage improvements should be given to locations within the shared portion of the hub – outside the paid station area.

I. There shall be a procedure in place to keep all information concerning the transit system stops, routes, fares, and schedules up-to-date. Signage and information systems shall be designed to facilitate updating of information. In addition, there shall be a procedure in place to maintain the wayfinding elements, including the real-time displays. These roles and responsibilities are fully defined in MTC Resolution 3771.

1.6 DESIGN PRINCIPLES - WAYFINDING

Wayfinding is defined as the process which allows people to determine their location, determine their destination, and develop and follow a plan that will help take them from their location to their destination. The following are recommended design principles for transit hub wayfinding including principles regarding spacing and sequencing of signage.

A. Develop wayfinding as an integral part of the architecture and site design.

B. Design the site and transit hub with the clarity of wayfinding in mind. Example of a design may include the following: make hubs recognizable within the urban fabric

(recognizable image); make entries prominent and easily accessed; make transit hubs visible from nearby adjacent streets and other populated areas; arrange paths within hub so that next destinations within hub are visible whenever possible, and arrange stops within the hub so that direction of transit service is apparent.

C. When possible, keep transit hub compact to minimize walking distances between transit stops and platforms, to aid clarity of wayfinding, and to increase customer convenience and security.

D. Trip Segments and Decision Points: Spatial planning should include analysis of the series of trip segments that an individual must take within a transit hub and to nearby destinations. Understanding these segments (which compose the circulation system of the hub) serves as a framework for identifying decision points and, ultimately, for locating wayfinding signage at the transit hub. Decision points are locations where an individual addresses the intermediate wayfinding decisions like locating entrances and exits, specific transit stops or platforms, and major destinations within and neighboring the hub.

- Directional signage should not be only installed at "decision points" or intersections. Information must be perceived at or shortly before a decision point otherwise it might not be noticed. Take into consideration lighting levels and density of people using the facility in establishing acceptable locations for signage in relation to decision points.

- Reinforce wayfinding message and guide the transit user along route. Wayfinding signage shall continue along an entire route between decision points in order to prevent transit users from feeling that they have been led to nowhere or may have misunderstood directions and wasted time traveling along the wrong route.

- Provide wayfinding signage in an appropriate sequence and appropriate level of detail and specificity, for example, "early" signage directing customers to connecting bus stops may state "Transit Connections", and signage closer to stops would then orient customers to which side of the street is connected with which routes and destinations.

- Design wayfinding recognizing that decision points vary among customers, i.e. some customers need to find wheel-chair access ramps and others want to find bicycle lanes.

E. Where possible, provide continuous wayfinding leading from the local community to transit and back to local destinations.

F. Wayfinding addresses needs of a number of groups, including the first time and infrequent transit users, non-English speakers, foreign visitors, the elderly, and the physically and mentally impaired. These potential customers travel to and from the transit hub by various modes of transportation.

G. Design a transit hub and its wayfinding devices, wherever possible, in accordance with principles of universal design to maximize accessibility, usability, and friendliness for all customers.

1.7 SIGNAGE PRINCIPLES

1.7.1 OVERVIEW

A. ***Ensure consistency throughout the MTC-designated transit hubs so that there is a recognizable regional look and feel, including the following characteristics for regional sign types:***

- ***Size, shape, and color.***
- ***Content and format***
- ***Method and location of mounting***
- ***Construction and materials***

B. Signs shall convey a clear, simple, and appropriate message.

C. Signage in the public right of way shall be in accordance with applicable codes and standards including those of the local jurisdiction.

D. Maximize usage of graphic symbol signs and reinforce graphic symbols with concise text, as appropriate.

E. Ensure visibility and legibility.

- Locate signage and information displays for readability and prominence. Height shall be proportionate to viewing distance. Refer to TCRP Report 12.
- As applicable, organize signage and information displays together in specific zones.
- Utilize font and symbol size specified in this standard. Verify that size is appropriate for viewing distance. Refer to TCRP Report 12.
- Provide well-illuminated signs and graphics; use appropriate contrasting background; and minimize glare to ensure visibility and legibility. For definition of contrasting background, refer to TCRP Report 12.
- Position signs for legibility, but locate signs where sign and customers reading sign will not obstruct traffic.

F. Signage should be located where most effective in regard to decision points and other information needs. Existing signage shall be reviewed and, when necessary, modified or removed so that it acts in concert, not conflict, with transit connectivity wayfinding.

G. Prioritize signage as seen from each vantage point (particularly decision points) so that wayfinding signage is prominent and not lost among other messages. Avoid over-signing in any area. Over-signing is when an area has too many signs as seen from a particular vantage point so that the transit user may become distracted and confused. Signs which can contribute to over-signing include concessionaire signage, advertisements, and even wayfinding, operator identification, and regulatory signs. In

order to avoid the appearance of over-signing, consider organizing concessionaire and advertising signage into particular areas and uniform formats.

2. SIGN FORMAT AND DESIGN

2.1 INTERNATIONAL PICTOGRAMS

A pictogram is a symbolic presentation of information through pictures. Pictograms are relatively similar to the objects to which they refer and attempt to bridge language barriers. Pictograms have the advantage of being concise and rapidly perceived. Depending on their familiarity, pictograms may require text augmenting their message. Use of pictograms, as required under these criteria, conforms to national and international conventions as adapted for local needs.

2.2 OPERATOR LOGOS AND MTC-ADOPTED PICTOGRAMS AND ARROWS

See Signing Conventions herein for illustrations of operator logos, MTC-adopted pictograms, and arrows. Additional pictograms may be used subject to MTC approval.

A. Integrate pictograms and other signage elements into signage in a consistent manner.

B. Utilize arrows in accordance with arrow convention.

C. Install signs with arrows to help ensure unambiguous direction.

D. Utilize logos of various transit operators to facilitate wayfinding between systems and to help identify station area as a transit hub.

E. Utilize text with pictograms and icons, as necessary, to better convey message.

3. SIGN CONVENTIONS

3.1 GENERAL

A. Following conventions are mandatory for use in MTC-approved transit hub wayfinding, as applicable.

B. Table shows official operator color standards. Transit mode icons used on map TIDs are differentiated using these colors. Where more than one color is shown for a particular agency, use the first color listed.

3.2 MTC-ADOPTED PICTOGRAMS:

Connectivity Logo

Transit Information Banner icon
Orange: Pantone 151C

511.org Logo
Green: Pantone 363C

511.org Logo with tagline
Green: Pantone 363C

MTC Logo
Blue: Pantone 540C; Red: Pantone 485C

Operator Logos

AC Transit
Green: Pantone 342C

Alameda Harbor Bay
Turquoise: Pantone 287C; Blue: Pantone 3145C; Purple: 228C

Alameda-Oakland Ferry
Burgundy: Pantone 228C; Blue: Pantone 287C; Teal: Pantone 3145C

Amtrak
Violet: CMYK

BART
Blue: Pantone Process Blue C

Baylink
Green: CMYK; Blue: CMYK

Blue & Gold Fleet
Blue: Pantone 287C; Yellow: Pantone 109C

Caltrain
Red: Pantone 186C

Golden Gate Transit
Orange: CMYK
Blue: CMYK
Green: CMYK

MUNI
Red: Pantone 200C

SamTrans
Blue: Pantone 287C ; Red: Pantone 186C

VTA
Blue: Pantone 302U;
Burgundy: Pantone 201U

Principal Connectivity Modal Icons or Pictograms

BART Train

Bus

Commuter Rail, e.g. Amtrak, Caltrain, Capitol Corridor,

Light Rail Transportation

Taxi

Ground Transportation

Water Transportation (Ferries)

Other Modal Icons or Pictograms

Air Transportation

Automobile

Bicycle

Pedestrian

No Pedestrians

Parking

No Parking

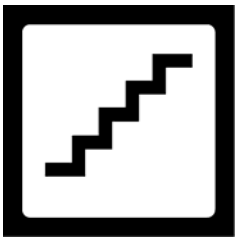
Access Pictograms

International Symbol of Accessibility

Exit (always accompanied by the word "EXIT")

Elevator

Stairs



Escalator

Amenities and Communications Pictograms

Restroom, Men's

Restroom, Women's

Restrooms

Station Agent

Telephone

Text Telephone (TTY)

Volume Control Telephone

Transit Store (ticket purchase)

You Are Here (TID maps)

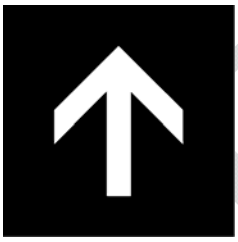
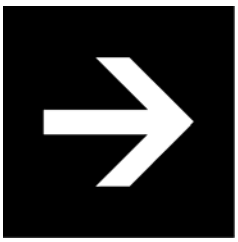
You Are Here (TID station map elevation)

3.3 DIRECTIONAL ARROWS

Directional arrows are a critical element in any wayfinding convention. The following section provides the guidance for general deployment of arrows and how to use under specific circumstances:

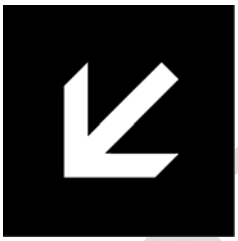
Do not use two of the following arrows, each with a different message, on a single sign. Physically separate such messages to avoid ambiguity.

If the vertical clearance is sufficient, the first message may be installed above the second message. If there is insufficient vertical clearance, the two messages may need to installed side-by-side.

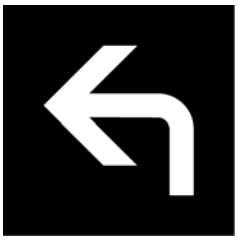
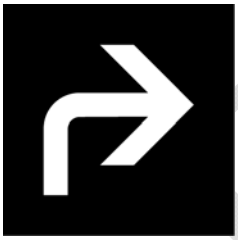
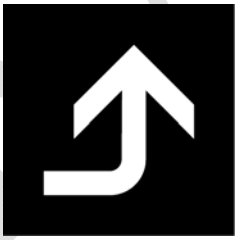
Arrow, Up		Use at foot of stairs or escalator to indicate destination on upper level; proceed upward May also be used to indicate destination ahead; proceed in a forward direction
Arrow, Left		Destination to the left; turn left at this point; or turn left immediately
Arrow, Down		Use at head of stairs or escalator to indicate destination on the lower level of a multi-level hub; proceed downward.
Arrow, Right		Destination to the right; turn right at this point; or turn right immediately

The following arrows (Arrow Down Left, Arrow Down Left, Arrow Up Right, and Arrow Up Right) shall be used only when available the sign location or locations make use of arrow down, arrow up, arrow left or right arrows impractical. These arrows only apply to escalators or stairways.

For example, the following arrows should not be used when an escalator or stairway is of a sufficient distance from the sign that a horizontal arrow (see above) would be appropriate, followed by a down arrow at the escalator or stairway.

Arrow, Down Left		Escalator or stairway leading downward which is to the left of the reader.
Arrow, Down Right		Escalator or stairway leading downward which is to the right of the reader.
Arrow, Up Left		Escalator or stairway leading upward which is to the left of the reader.
Arrow, Up Right		Escalator or stairway leading upward which is to the right of the reader.

The following arrows shall be used only when necessary due to physical obstructions and limitations to sign placement.

Arrow, Forward Left 90°		Proceed forward (around this obstacle), then left.
Arrow, Forward Right 90°		Proceed forward (around this obstacle), then right.
Arrow, Left Forward 90°		Proceed left (around this obstacle), then forward.
Arrow, Right Forward 90°		Proceed right (around this obstacle), then forward.
Arrow, U-Turn Left	Artwork not available	Turn around and proceed in the opposite direction.
Arrow, U-Turn Right	Artwork not available	Turn around and proceed in the opposite direction.

3.3.1 ARROW ORDERING CONVENTIONS: MULTI-DIRECTIONAL SIGNS

Where multiple destinations and directions are shown in a horizontal arrangement, the messages should be organized in order of arrow directions, from left to right, as follows:

Left Arrow
Arrow, Up Left
Up Arrow
Arrow, Up Right

Right Arrow

Any message with a right-facing arrow is right-aligned, with the arrow appearing at the right-hand margin. All other messages are left-aligned, with the arrow appearing at the left-hand margin. It is conceivable that in some cases the physical location of the sign may cause an Up or Down arrow to appear to be pointing directly at an inappropriate object or access (for example, a "wrong way" escalator); in these cases this particular message may be aligned with the arrow at the right end of the panel.

Where messages are stacked in a vertical arrangement, the sequence from top to bottom should be:

Up Arrow
Arrow, Up Left
Left Arrow
Arrow, Up Right
Right Arrow

Combining the Down Arrow with any other direction should be avoided; the principle being that vertical access directions should not be combined with same-level directions on the same sign unit.

The U-Turn Arrow should be avoided if at all possible. It should not be combined with other directions in a multi-message sign.

3.4 MESSAGE CONVENTIONS

3.4.1 NOMENCLATURE

The specific words used to identify features, functions, and destinations in signage should be consistent across all transit hubs and signs.

Prepositions are omitted at the beginning of a message. Example: "Fremont", not "To Fremont".

Where applicable, use the phrase "Transit Connections" and include modal icons, and connecting transit operator logos.

For the Exit directional sign the phrasing shall be patterned after the following example: "Exit A1 Market Street." The example applies a number letter convention following the word "Exit" and the exit icon, with the name or names of adjacent streets inserted following the number letter convention.

Foreign language headers can be inserted into transit information displays to provide clearer direction at those hubs where there is a need for communicating with a large non-English speaking group of transit users. Usage of foreign language headers requires MTC approval.

3.4.2 TYPOGRAPHY

Wayfinding messages shall be set in upper and lower case type or all upper case in accordance with prototype signs and transit information displays included in these criteria. Fonts shall be San Serif. Examples of text that is always upper case are transit operator and

airport abbreviations such as “AC Transit”, “BART”, and “SFO”. Note that the word “Exit” shall also be in all capital letters where required by code.

3.4.3 ABBREVIATIONS

Use an ampersand “&” instead of “and” when connecting two words which naturally belong together because of similarity of function or geographical proximity. Use of an ampersand is also permitted when space constraints do not allow use of the word “and”. In addition, use an ampersand when it is part of a transit operator name such as “Blue & Gold Fleet”.

Names of destinations shown on signs may also need to be abbreviated due to space constraints (example: “Bay Pt”). Where abbreviation is necessary, it is important that the name be abbreviated the same way each time.

Limit use of abbreviations to the most common and widely understood such as:

St	Street
Av	Avenue
Bl	Boulevard
N	North
S	South
E	East
W	West
Sq	Square

3.4.4 PUNCTUATION

Minimize use of punctuation while maintaining clarity of meaning and consistency with good grammatical form.

Use a comma between items in a series and to separate two pieces of information, for example, City Center, City Hall.

Joint station names are shown with a “/”; for example: Embarcadero/S.F. Ferry Terminal.

Multiple line destinations, when combined on a single platform identification sign, are shown without punctuation, merely a small additional space; for example:

Downtown San Jose Diridon Gilroy

3.5 TYPEFACE

Font family is Frutiger. Refer to Appendix – Fonts for illustrations.

3.6 COLORS

Standard signage illustrated in these criteria shall have the colors shown in the Appendix – Artwork. Other color schemes will only be considered if the sign has formally been rejected through the permit review process by the jurisdictional authority (such as a city, not a transit

agency) and is required to use a different color scheme as the condition of approval. In this case, the replacement color scheme is subject to MTC review and approval.

Minimum contrast between text and background colors shall be 70 percent in accordance with TCRP Report 12.

NOTE: Color samples depicted in this document are for general identification purposes only. Do not use these color swatches for color matching. Use only manufacturer's official color swatches. Consult fabrication specifications for specific sign types for appropriate materials and finishes.

3.7 COLORS USED IN MTC SIGNAGE SYSTEM

Transit Information Green, Pantone 363C
TID banner

Transit Information Icon Orange, Pantone 151C

Federal Standard 595B Blue # 15090
Accessibility symbol

Safety Green Pantone 3415C
Exit symbol; exit sign panel background; first aid symbols

Safety Red Pantone 485C
Regulatory and safety symbols

White
Standard symbol background; text; user symbols

Light Gray, Pantone 400C
TID maps: streets,

Medium Gray, Pantone 402C
TID maps: blocks and backgrounds

Dark Gray, Pantone 403C
TID maps: buildings

Very Dark Gray, Pantone Warm Gray 11C
TID maps: street names, outlines, details

Yellow, Pantone 123C
TID maps: You Are Here icon, walking radius

4. SIGN APPLICATION, FEATURES, DIMENSIONS, AND PLACEMENT

Conform to the standards and templates (artwork) herein and in the Appendices for content, graphics, fonts, and colors.

Where a Transit Information Banner is indicated to be incorporated in a sign type or element, its background color shall be the "banner green". The Banner will feature the heading "Transit Information" in white. The Banner will feature a white "i" in a round field of "icon orange". Refer to "Colors Used in MTC Signage System" for illustration and specifications for colors.

See Appendix for examples of artwork for various signs.

4.1 WAYFINDING KIOSK

The Wayfinding Kiosk is a freestanding sign that will be placed on street or at the periphery of the transit hubs. It features a pole-mounted, double-sided kiosk that contains a map with stop and route information to facilitate connecting between transit operators. Each side of the kiosk is split into three fields:

- Banner (top)
- Map (middle)
- Key (bottom)

4.1.1 MAJOR FEATURES OF WAYFINDING KIOSK - BANNER

The Banner will also include the station/hub name, where practical. The Banner is expected to be a permanent part of the kiosk. Refer to Appendix – Artwork for artwork of Banner.

4.1.2 MAJOR FEATURES OF WAYFINDING KIOSK – MAP

The map with its key and logo will be a single standard sized insert for ease of replication in each setting and ease of replacement within the kiosk housing. Kiosks will be designed to allow this printed insert to be easily swapped out to maintain updated information. The map and key will be consistent with transit information display Transit Stop Map. Important elements are:

A. The map will be icon- and logo-based, oriented to the north, and have a north arrow.

B. There will be a consistent "You are here" icon and a walking radius (based on 1/8 mile distance increments) on all maps.

C. Each transit operator will be represented by a unique color, consistent with their logo to the extent possible.

D. Boarding areas for transit will be clearly marked while showing the particular operator and route serving the location as well as the direction of travel.

E. Station exits will be identified, when appropriate, by a number/letter or street name convention on the map. Exit identification number/letters shall be selected which do not resemble route designations used by any agency at the hub.

F. The map will convey key local destinations to assist with 'last mile' wayfinding at the end of a transit trip.

4.1.3 MAJOR FEATURES OF WAYFINDING KIOSK – KEY AREA

A. The key will list the logos of transit operators, icons for the types of transit service provided, and other important icons (such as "You are here" and distance/time radius) accompanied by simple text to help the user interpret the map. Icons in the key shall be ordered top-down as follows:
- "You are here" icon
- "1,000-Foot Radius (five minute walk)" icon
- Modal icons (hub stakeholders to determine modal order)
- All other icons (hub stakeholders to determine order)

B. As space permits, route names and destinations may be displayed in the key. Hub stakeholders will determine the order in which transit agency routes are listed; however, local service and ridership levels are priority factors in this determination.

C. The 511 logo will be at the bottom of the key with information about how to get transit information via 511 and 511.org

D. A point of contact will be identified at the bottom of the key using the text, "Sponsored by the Metropolitan Transportation Commission. Contact us at (insert phone number) or (insert email address) with feedback on this sign."

Photo of Wayfinding Kiosk*
**** Placeholder graphics to be used until fabricated signage is installed.***

4.2 DIRECTIONAL SIGNAGE – TRANSIT CONNECTIONS AND INFORMATION

A. Signage should be placed between services /at major decision points to support wayfinding and connections. Signage shall direct transit users to platforms, bus stops, taxis, parking, bicycle parking, adjacent streets, and exits.

B. Specific icons representing each transit mode connecting at the hub shall be used, as well as the icon for static and real-time transit information (orange 'i').

C. Logos for operators should be used when there is more than one operator providing the same mode, and they are located in different sections of the hub to clearly indicate the path to that operator's service.

D. Current signage has white text on black background. Operators may adopt these sign and font colors or implement agency standards.

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Illustrations of Directional Signage – Transit Connections*

**** Placeholder graphics to be used until fabricated signage is installed.***

4.3 DIRECTIONAL SIGNAGE – TRANSIT ENTRANCE IDENTIFICATION

A. An entrance identification's primary purpose is to help current and potential transit users identify the entrance to hub, station, bus bay, or ferry dock. The sign shall prominently feature name of hub or station and operating agencies' logos.

B. Design of the entrance identification will be tailored to station type and, when applicable, architecture. Specific design will be determined on a hub-by-hub basis by the owner operator in consultation with the hub stakeholders. Examples of transit entrance identification elements are "post or pylon sign" and signs mounted to an architectural element. (see below)

C. Hub identification must be easily legible from a distance when approaching station/hub.

Pylon Sign* Sign Mounted to Shelter or Building*

**** Placeholder graphics to be used until fabricated signage is installed.***

4.4 DIRECTIONAL SIGNAGE – EXIT IDENTIFICATION

A. Signage will be placed at all exits.

B. Icons representing exit as well as the text "EXIT" will be on signage.

C. A specific number/letter naming convention with street names shall denote each individual exit with a unique identifier. This will be mirrored on Station and Transit Stop maps to clearly and consistently facilitate wayfinding.

D. Exit identification signage shall have white text on green background.

Exit Identification Sign

4.5 TRANSIT INFORMATION DISPLAYS (TIDs) - GENERAL

The TIDs will be comprised of four information cases. Fewer cases will be needed to convey the same information in smaller hubs with fewer operators and connecting routes (for example, the Station Map and Transit Stop Map may be combined). For ease of maintenance and a professional appearance, each case will contain a single printout of information. These printouts will be created by MTC to facilitate ongoing maintenance at the regional level. Where practical, transit agencies are encouraged to site their own agencies' complementary transit information in proximity to regional TIDs.

Features that all TIDs printouts will have in common and that will reinforce a regional "look" and "feel" include:

A. Standard size for easy installation and ease of maintenance and replacement;

B. Transit Information Banner;

C. Hub/station name to help orient transit riders to their surroundings;

D. Title identifying the type of information in each of the four cases;

E. Consistent regional design and icon elements;

F. 511 logo, which will be at the bottom of the key, with information about how to get transit connections information via 511 and 511.org;

G. A point of contact will be referenced at the very bottom of the key using the text, "Sponsored by the Metropolitan Transportation Commission. Contact us at (insert phone number) or (insert email address) with feedback on this sign."; and

H. Details regarding each TID are included in the following Articles 4.6 through 4.9. Also see Appendix –Artwork.

Transit Information Display Cases in BART Station*

**** Placeholder graphics to be used until fabricated signage is installed.***

4.6 TRANSIT INFORMATION DISPLAY (TID) - STATION MAP

A. The Station Map case will feature a single map detailing the layout of the transit hub. In addition, an inset map of the general area will be inserted to provide context.

B. The map and key may be customized on a hub-by-hub basis by the lead transit operator and the other transit stakeholders as long as the regional standard is met and subject to MTC agreement.

C. The map will have a key on the right hand side containing logos of transit operators and icons to identify features and services within the hub (such as the location of TIDs and real-time transit information signs). Icons will have explanatory text to help clearly convey their message. As space permits, major destinations by designated exit will be noted within the key. The priority for listing icons and routes should follow guidance in Article 4.1.3.

D. Station maps shall be oriented in the direction person is facing whenever possible, and have a north arrow. Note, this orientation is an exception to the general preference for maps to be oriented to the north.

E. There will be a consistent "You are here" icon on the map.

F. Boarding areas for transit will be clearly marked as well as the particular operator, mode, route designation, and direction of travel.

G. Streets immediately adjacent to the station will be identified on the map.

H. Station exits will be identified by a number /letter convention on map (and reinforced in directional signs). For simple surface-level hubs, exits shall be named with name of adjacent street or other identifier, with no number/letter.

4.7 TRANSIT INFORMATION DISPLAY (TID) –TRANSIT STOP MAP

A. The Transit Stop Map case will feature a single map detailing the locations of bus boarding areas in and around the hub for each transit operator serving the hub.

B. The map and key may be customized on a hub-by-hub basis by the lead transit operator and the other transit stakeholders as long as the regional standard is met and subject to MTC agreement.

C. The map will have a key on the right hand side containing logos of transit operators and icons to identify features and services around the hub. Icons will have explanatory text to help clearly convey their message. Route destinations will be included in key. The priority for listing icons and routes should follow guidance in Article 4.1.3.

D. Maps will be oriented to the north and have a north arrow.

E. There will be a consistent “You are here” icon on map.

F. Boarding areas for transit should be clearly marked as well as the particular operator, mode, route, destination, and direction of travel.

G. Key destinations in the area depicted by the map will be noted.

H. Station exits will be identified by a number /letter convention on map (and reinforced in directional signs).

4.8 TRANSIT INFORMATION DISPLAY (TID) –TRANSIT ROUTE MAP

A. The Transit Route Map case will feature a single map detailing the routes of each transit operator serving the hub. In addition, an inset of the Regional Transit Map from the “Getting There On Transit” guide will be inserted to provide context for travel in the region.

B. The map and key may be customized on a hub-by-hub basis by the lead transit operator and the other transit stakeholders as long as the regional standard is met and subject to MTC agreement. The priority for listing routes should follow guidance in Article 4.1.3.

C. Maps shall be oriented to the north and have a north arrow.

D. There will be a consistent "You are here" icon on all maps.

E. The scale of the Transit Route Map will be determined on a hub-by-hub basis, as the hub is the point of departure for connecting transit that serves an area unique to each hub.

F. The key will show a single distinct color for each operator's routes to differentiate one operator from another.

4.9 TRANSIT INFORMATION DISPLAY (TID) – TRANSIT FARE/SCHEDULE INFORMATION

A. The Schedule/Fare Information case will feature basic route, schedule and fare information for each transit operator serving the hub as well as special regional transit services like 511 Transit/511 Real-Time Transit Information and TransLink®.

B. Basic information for each of the operators serving the hub shall be generally provided in a tabular format and include:

- Schedules with times for departure of all vehicles on every route. Exceptions to this will be for BART, which will provide its own schedules in BART cases, and Muni or other operators with high frequency routes, which will utilize frequency tables. The format will be structured for ease of maintenance;
- Operating hours; and
- Basic fare information

C. MTC will be responsible for identifying information that is regional in nature and crafting the message that will be generally located on the right hand side of the printout such as the following:

- Directions to use 511 Transit to call a specific transit operator, get real-time transit arrival information, connect via 511.org., and to get information about bicycles on transit;
- TransLink® information;
- Owl Service general reference;
- Regional Bicycle information reference;
- How to get a Getting There On Transit guide; and

4.10 REAL-TIME INFORMATION DISPLAY SYSTEMS

A. Multi-agency real-time transit information signs shall follow specifications outlined in Regional Real-Time Signs Physical Requirements and Specification, Version 1.1.

B. For each transit hub, the Regional Real-Time System will develop and maintain a web page depicting real-time departure information for multi-agency routes. The web page

will be broadcast to transit riders via real-time displays. This will ensure a consistent look and feel to the information across all hubs.

C. At each transit hub, the location of large format, multi-agency real-time displays will be determined as part of the Concept Plan and Design/PS&E phases of the Hub Signage Program, which is MTC's effort to improve signage at regional transit hubs.

D. Any large format, multi-agency signs installed in the field as of September 24, 2008 will be grandfathered in to this requirement, and will have to meet the regional standard upon replacement of the sign.

5. MATERIALS AND CONSTRUCTION

A. Materials: Typically, non-flammable, permanent, and non-fading. Construct signage of vandal resistant materials.

B. Construction: Build to resist seismic events, wind, moisture, and vandalism and easily repaired. Select materials and design assemblies, which require minimal long-term maintenance. Construct so that elements can be easily updated, particularly wayfinding kiosks and transit information display panels. Utilize modular construction to the extent possible to permit graphic panels to be removed and replaced as needed. To the extent possible, make operator logos and arrows modular to facilitate easy updates.

C. Make sure that signs are clearly illuminated day and night. Where lighting fixtures are provided within sign assemblies use long lasting energy efficient lamps and consider use of solar-powered units. Alternatively, use lighting outside of the sign, i.e. general lighting; consider retro-reflective backgrounds and messages, and, as practical, luminescence (glow in the dark).

D. Standardize designs, materials, assemblies, and attachment methods within and between hubs.

END

See Appendix - Artwork

See Appendix - Fonts